

**Richard L. Cleland**  
**Assistant Director**  
**Division of Advertising Practices**  
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Mr. Cleland joined the Federal Trade Commission's Division of Advertising Practices in 1991. In 1996, Mr. Cleland was appointed Assistant to the Director of the Bureau of Consumer Protection and, in 1998, he was appointed Assistant Director of the Division of Service Industry Practices. He currently serves as Assistant Director of the Division of Advertising Practices. His primary area of expertise is the advertising and marketing of health-related products and services. He also supervises many of the Commission's health fraud and weight-loss product and service law enforcement initiatives. Mr. Cleland supervised the FTC's review of the Endorsement and Testimonial Guides. He recently supervised the revision of the FTC's guidance on making effective disclosures on the Internet and other digital platforms (.com Disclosures). Prior to joining the Federal Trade Commission, Mr. Cleland served as Special Assistant Attorney General and Director of the Division of Consumer Protection in the Iowa Attorney Generals Office.